Code # BU23 (2015)

**New Course Proposal Form**

**Undergraduate Curriculum Council** - Print 1 copy for signatures and save 1 electronic copy.

**Graduate Council** - Print 1 copy for signatures and send 1 electronic copy to [pheath@astate.edu](mailto:pheath@astate.edu)

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| --- |
| **New Course or**  **Experimental Course (1-time offering) (Check one box)**  *Please complete the following and attach a copy of the bulletin page(s) showing what changes are necessary.* |

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| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **COPE Chair (if applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **Department Chair:** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **General Education Committee Chair (If applicable)** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Curriculum Committee Chair** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Undergraduate Curriculum Council Chair** |
| \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date… **College Dean** | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Graduate Curriculum Committee Chair** |
|  | \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Enter date…  **Vice Chancellor for Academic Affairs** |

1. Contact Person (Name, Email Address, Phone Number)

Katie Hill, PhD

[khill@astate.edu](mailto:khill@astate.edu)

870-680-8073

2. Proposed Starting Term and Bulletin Year

Fall 2016

3. Proposed Course Prefix and Number (Confirm that number chosen has not been used before. For variable credit courses, indicate variable range. *Proposed number for experimental course is 9*. )

MKTG 3173

4. Course Title – if title is more than 30 characters (including spaces), provide short title to be used on transcripts. Title cannot have any symbols (e.g. slash, colon, semi-colon, apostrophe, dash, and parenthesis). Please indicate if this course will have variable titles (e.g. independent study, thesis, special topics).

Category Management

5. Brief course description (40 words or fewer) as it should appear in the bulletin.

Identify the category management concepts of the business retail model including: identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and the financial implications of decisions made at the corporate, distribution and store level.

6. Prerequisites and major restrictions. (Indicate all prerequisites. If this course is restricted to a specific major, which major. If a student does not have the prerequisites or does not have the appropriate major, the student will not be allowed to register).

1. Are there any prerequisites? No
   1. If yes, which ones?
   2. Why or why not?

1. Is this course restricted to a specific major? No
   1. If yes, which major? Enter text...

7. Course frequency(e.g. Fall, Spring, Summer). *Not applicable to Graduate courses.*

Fall

8. Will this course be lecture only, lab only, lecture and lab, activity, dissertation, experiential learning, independent study, internship, performance, practicum, recitation, seminar, special problems, special topics, studio, student exchange, occupational learning credit, or course for fee purpose only (e.g. an exam)? Please choose one.

Lecture, sales lab, experiential learning

9. What is the grade type (i.e. standard letter, credit/no credit, pass/fail, no grade, developmental)?

standard letter

10. Is this course dual listed (undergraduate/graduate)?

No

11. Is this course cross listed? (If it is, all course entries must be identical including course descriptions. It is important to check the course description of an existing course when adding a new cross listed course.)

Choose an item.

1. If yes, please list the prefix and course number of cross listed course.

Enter text...

1. Are these courses offered for equivalent credit? Choose an item.

Please explain. Enter text...

12. Is this course in support of a new program? Yes

a. If yes, what program?

Minor in Sales Leadership as well as electives for B.S. Marketing

13. Does this course replace a course being deleted? No

a. If yes, what course?

Enter text...

14. Will this course be equivalent to a deleted course? No

a. If yes, which course?

Enter text...

15. Has it been confirmed that this course number is available for use? Yes

*If no: Contact Registrar’s Office for assistance.*

16. Does this course affect another program? No

If yes, provide contact information from the Dean, Department Head, and/or Program Director whose area this affects.

Enter text...

**Course Details**

17. Outline (The course outline should be topical by weeks and should be sufficient in detail to allow for judgment of the content of the course.)

Week 1

Introduction to Category Management and The Evolution of Category Management and the New State of the Art

Week 2

Category Management and the Retailer Strategy

Week 3

Step One- Define the Category Based on the Needs of Your Market

Week 4

Step Two- Assign a Role to the Category that Best Supports the Retailers’ Strategy.

Week 5

Step Three – Assess the category to Find Opportunities and Improvement

Week 6

Step Four – Set Performance Targets and Measure Progress with a Category Scorecard

Week 7

Step Five – Create a Marketing Strategy for the Category

Week 8

Step Six – Choose Tactics for Category Assortment, Pricing, Promotion, Merchandising, and Supply Chain Management

Week 9:

Step Seven – Roll Out the Plan

Week 10

Step Eight – Review the Category’s Performance Regularly and Make Adjustments as Needed

Week 11

Cases – General Mills and Big Y

Week 12

Cases – The Hershey Company and Miller Brewing

Week 13

Cases\_ Hewlett Packard and SUPERVALU

Week 14

Lessons from the Real World and Proactive Category Management

Enter text...

18. Special features (e.g. labs, exhibits, site visitations, etc.)

Sales Leadership lab and store site visits

19. Department staffing and classroom/lab resources

Standard Classroom and Sales Leadership Center Labs

1. Will this require additional faculty, supplies, etc.?

Not at this time. As the program grows, additional faculty may be needed.

20. Does this course require course fees? No

*If yes: please attach the New Program Tuition and Fees form, which is available from the UCC website.*

**Course Justification**

21. Justification for course being included in program. Must include:

a. Academic rationale and goals for the course (skills or level of knowledge students can be expected to attain)

This course is offered in support of the Sales Leadership Minor and will also be available as an elective for the BS Marketing program. The ability to understand the process of managing categories as strategic business units, producing enhanced business results by focusing on delivering consumer value is essential in Category Management and is an essential part of the Marketing and Sales Profession. Students will be expected to learn how category management provides strategic businesses approaches and analytics that will benefit sales, marketing and category management professionals through a variety of projects, cases and site visits

b. How does the course fit with the mission established by the department for the curriculum? If course is mandated by an accrediting or certifying agency, include the directive.

This course addresses and enhances student learning consistent with the core goals of the College of Business including the use of technology, communication skills, ethics, business knowledge, and critical thinking. Additionally, the course supports the Sales Leadership Minor learning goals to include sales and business knowledge, prospecting and negotiation skills through research-driven initiatives, and research and analytical skills.

c. Student population served.

This course will be a requirement for all Sales Leadership Minors. This course will be an elective for students in the BS Marketing program as well as other majors.

d. Rationale for the level of the course (lower, upper, or graduate).

This course is a senior level course given the level of difficulty.

**Assessment**

**University Outcomes**

22. Please indicate the university-level student learning outcomes for which this new course will contribute. Check all that apply.

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| * 1. Global Awareness | * 1. Thinking Critically | * 1. Information Literacy |

**Relationship with Current Program-Level Assessment Process**

23. What is/are the intended program-level learning outcome/s for students enrolled in this course? Where will this course fit into an already existing program assessment process?

This course is an elective for marketing majors but is a required course for the Sales Leadership Minor. The major level outcomes for the sales leadership minor are the same outcomes listed below:

Students will communicate effectively and professionally in sales and business interactions

Students will demonstrate prospecting and negotiation skills through research-driven initiatives Students will demonstrate analytical skills through customer relationship management (CRM) systems and data analysis

24. Considering the indicated program-level learning outcome/s (from question #23), please fill out the following table to show how and where this course fits into the program’s continuous improvement assessment process.

*For further assistance, please see the ‘Expanded Instructions’ document available on the UCC - Forms website for guidance, or contact the Office of Assessment at 870-972-2989.*

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| **Program-Level Outcome 3 (from question #23)** | Students will demonstrate analytical skills through customer relationship management (CRM) systems and data analysis systems |
| Assessment Measure | The assessment venue is Advanced Category Management. Since this course is a pre-requisite for Advanced Category Management and because the course are cumulative, the program level outcomes will be assessed in Advanced Category Management. Direct measure using case studies, site visits, and reflective writing |
| Assessment  Timetable | Every semester the course is offered, the data will be collected in Advanced Category Management during the final class project where students will utilized CRM and other data analysis tools to project future sales for a current business. Data will be collected every semester and will be reported every two years. |
| Who is responsible for assessing and reporting on the results? | Dr. Katie Hill will report the data and conclusions to the Office of Assessment |

*(Repeat if this new course will support additional program-level outcomes)*

**Course-Level Outcomes**

25. What are the course-level outcomes for students enrolled in this course and the assessment measures and benchmarks for student-learning success?

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| **Outcome 1** | Utilize category management processes |
| Which learning activities are responsible for this outcome? | Case studies, homework problems , lectures, site visits, guest speakers, |
| Assessment Measure and Benchmark | Student performance on case study analyses, homework problems, reflective writing assignments, presentations and interaction with sales professionals and category managers within the context of the class. Such performance will be benchmarked with expected performance according to rubrics developed for skill demonstration. |

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| **Outcome 2** | Deploy information systems and data resources available to analyze company problems and develop company solutions |
| Which learning activities are responsible for this outcome? | Case studies and homework problems |
| Assessment Measure and Benchmark | Student performance on case study analyses, homework problems, such performance will be benchmarked with expected performance according to rubrics developed for skill demonstration. |

*(Repeat if needed for additional outcomes)*

**Bulletin Changes**

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| **Instructions** |
| **Please visit** [**http://www.astate.edu/a/registrar/students/bulletins/index.dot**](http://www.astate.edu/a/registrar/students/bulletins/index.dot) **and select the most recent version of the bulletin. Copy and paste all bulletin pages this proposal affects below. Follow the following guidelines for indicating necessary changes.**  **\*Please note: Courses are often listed in multiple sections of the bulletin. To ensure that all affected sections have been located, please search the bulletin (ctrl+F) for the appropriate courses before submission of this form.**  - Deleted courses/credit hours should be marked with a red strike-through (~~red strikethrough~~)  - New credit hours and text changes should be listed in blue using enlarged font (blue using enlarged font).  - Any new courses should be listed in blue bold italics using enlarged font (***blue bold italics using enlarged font***)  *You can easily apply any of these changes by selecting the example text in the instructions above, double-clicking the ‘format painter’ icon 🡪 , and selecting the text you would like to apply the change to.*  *Please visit* [*https://youtu.be/yjdL2n4lZm4*](https://youtu.be/yjdL2n4lZm4) *for more detailed instructions.* |

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**MKTG 3063. Transportation**  Introduction to transportation systems with emphasis on the significance of transportation in the business and economic environment. The course is designed to familiarize students with a development of our transportation network, transportation prices, rate theory, and regulatory policies and procedures. Special course fees may apply. Prerequisite, ECON 2323. Spring.

**MKTG 3093. Professional Selling and Sales Management**  Introduction to the personal selling process, the functions of sales management, and current issues, legal and ethical issues, and the impact of technology as the topics relate to selling, the sales force, and sales management. Special course fees may apply. Prerequisite, MKTG 3013. Demand.

**MKTG 3163. Supply Chain Management**  Aspects of moving raw materials and finished goods through the firms networks of warehousing, inventory control, materials management, and order processing. The student will examine trade off possibilities and management alternatives to minimize cost of production flow and to maximize customer service. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MTKG 3173. Category Management** Identify the category management concepts of the business retail model including: identifying target consumers and markets, developing and implementing merchandising plans, interacting with the supply chain, and the financial implications of decisions made at the corporate, distribution and store level.

**MKTG 4023. Services Marketing** Application of marketing to service industries, with emphasis on the unique nature of services marketing when developing marketing strategies. Special course fees may apply. Prerequisite MKTG 3013.

**MKTG 4043. Consumer Behavior** Evaluation of the extensive body of research evidence pertaining to the consumer, and an assessment of the marketing implications of the various processes and facets of consumer motivation. Special course fees may apply. Prerequisite, MKTG 3013. Fall, Spring, Demand.

**MKTG 4073. Social Media Marketing** Examination and application of concepts of brand relationships using social media including consumer-to-consumer-to-brand communication. Current social media tools will be used in experiential learning designed to execute strategic marketing plans for business, government, and nonprofit entities. Prerequisite, MKTG 3013. Spring.



